

Message Text

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TO SECSTATE WASHDC 8345

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FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJ: FY 76 TRADE PROMOTION EVENT PROGRAM FOR FRANCE

REF.: STATE 072266

1. FOLLOWING IS POST'S RECOMMENDED SCHEDULE FOR FY 76:

DATE THEME

SEPTEMBER 15-18, 1975 FLUID POWER EQUIPMENT

OCTOBER 20-23, 1975 DATA COMMUNICATIONS &
PERIPHERAL EQUIPMENT

NOVEMBER 19-22, 1975 DENTAL EQUIPMENT & SUPPLIES

DECEMBER 8-12, 1975 ELECTRONIC COMPONENTS

JANUARY 26-29, 1976 HOTEL & RESTAURANT EQUIPMENT

FEBRUARY 3-5, 1976 HOTEL & RESTAURANT EQUIPMENT
(OFF-SITE TANDEM LYON)

MARCH 8-11, 1976 PRINTING & GRAPHIC ARTS
EQUIPMENT

MARCH 29-APRIL 2, 1976 POLLUTION CONTROL EQUIPMENT
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APRIL 27-30, 1976 HOUSEWARES & DOMESTIC APPLIANCES (SPECIALIZED PROMOTION)

JUNE 7-11, 1976 ELECTRONIC PRODUCTION & TEST EQUIPMENT

2. THE ABOVE SCHEDULE GENERALLY CONCURS WITH COMMERCE'S PROPOSALS REFTEL WITH THE FOLLOWING EXCEPTIONS:

A. RE: FLUID POWER EXHIBITION: RECOMMEND THIS BE FULL-SCALE EXHIBITION IF POSSIBLE RATHER THAN SPECIALIZED PROMOTION.

B. RECOMMEND HOTEL & RESTAURANT EXHIBITION BE ALSO SCHEDULED IN LYON AS OFF-SITE TANDEM. LYON WOULD PROVIDE EXHIBITORS EXCELLENT EXPOSURE TO FAST-DEVELOPING HOTEL/RESORT AREAS IN VICINITY AND SWITZERLAND. ALSO MAJOR HOTEL/RESTAURANT SCHOOLS LOCATED IN LYON AREA WHICH REKNOWNED FOR CUISINE. PTC ESTIMATES TOTAL COST OFF-SITE APPROXIMATELY \$12,000. IF EXHIBITOR FEES \$450 FOR OFF-SITE AND 20 EXHIBITORS PARTICIPATE, TOTAL S & E REQUIREMENT ONLY \$3,000.

C. POLLUTION CONTROL EQUIPMENT HAS BEEN RECOMMENDED FOR MARCH 29-APRIL 2 DATES, AND HOUSEWARES & DOMESTIC APPLIANCES EXHIBITION RESCHEDULED TO APRIL 27-30 DATES IN VIEW OF CONFLICT WITH FRENCH ARTS MENAGERS (HOUSEWARES) SHOW SCHEDULED FOR FEBRUARY 21 THROUGH MARCH 7, 1976 AND WORKLOAD CONFLICTS WITHIN COMAFF. ALSO RECOMMEND HOUSEWARES & DOMESTIC APPLIANCES BE FOUR-DAY SHOW.

D. IT IS RECOMMENDED THAT FOOD PROCESSING & PACKAGING BE RESCHEDULED TO FY 77 SINCE THIS WOULD DOVETAIL WITH THE FY 77 CCP. ADDITIONALLY, ELECTRONIC PRODUCTION & TEST EQUIPMENT HAS BEEN HIGHLY RECOMMENDED FOR A PTC EVENT FOR PAST TWO YEARS AND IT IS FELT PREFERENCE SHOULD BE GIVEN TO THIS THEME IN FRANCE.

3. RE: CERRATO/FIELDS TELECONS NO PROBLEM CHANGING UNCLASSIFIED

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DATES FOR PRINTING & GRAPHIC ARTS SHOW FROM MARCH 1-5 TO MARCH 8-11 IN ORDER TO SCHEDULE SUBJECT EXHIBIT AS TANDEM WITH STOCKHOLM. ALSO PER FIELDS' INQUIRY NO PROBLEM FOR PROMOTION OF HOTEL & RESTAURANT EQUIPMENT SHOW VIS A VIS EQUIP HOTEL INASMUCH AS EQUIP HOTEL STAGED OCTOBER 12-20, 1975.

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